

ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT

# Flu Vaccination:

Measuring Attitudes and Behaviors of the Latino  
Community in Alameda County



**Vanessa N. Cordova**

Interim Public Information Officer  
Bioterrorism Response Unit

**Muntu R. Davis, MD, MPH**

County Health Officer

**June 29, 2010**

ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT

# **Flu Vaccination:**

Measuring Attitudes and Behaviors of the Latino  
Community in Alameda County

*H1N1 Snapshot*

# About Alameda County

- Alameda County is located east of the San Francisco Bay
- 1.5 million residents
  - 13.8% African-Americans
  - 25.7% Asian
  - 21.8% Latino
- Primary Languages
  - 63.2% English
  - 14.3% Spanish
  - 10.1% Chinese, Vietnamese & Tagalog

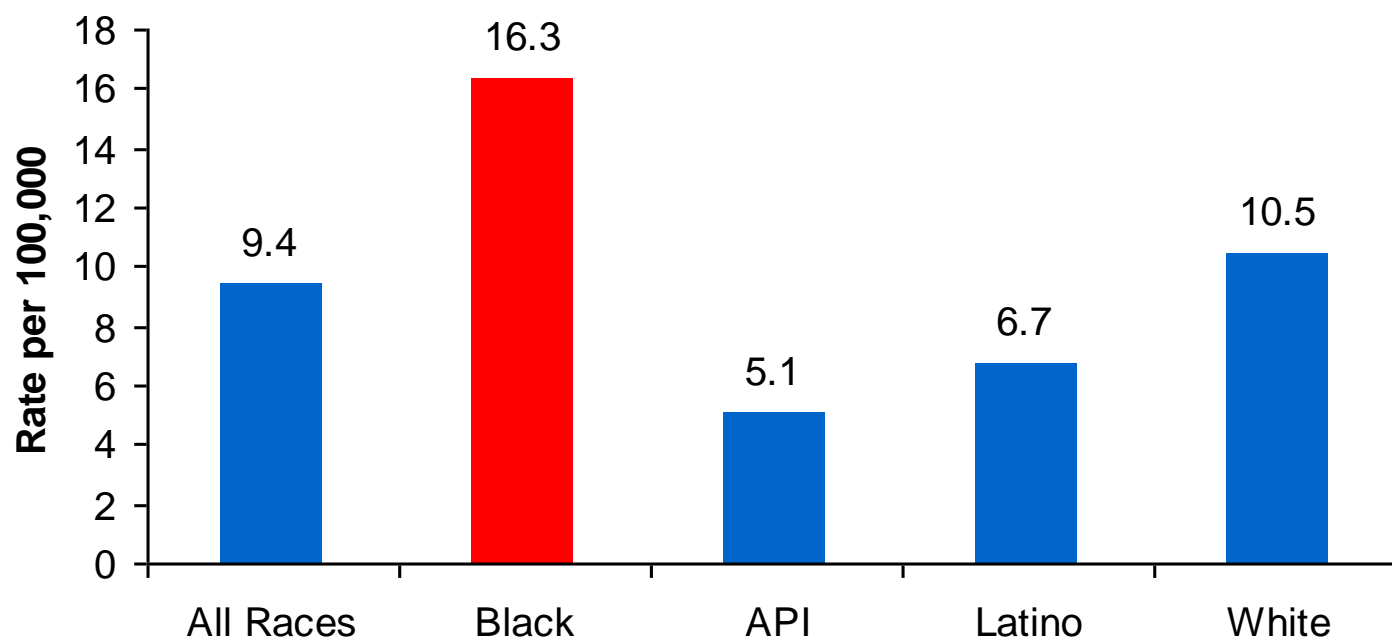


# Alameda County: H1N1 Disease Activity

- Alameda County has reported 516 hospitalized and/or fatal cases of H1N1 illness since the first confirmed case presented in April 2009;
- 129 Alameda County residents were in a hospital Intensive Care Unit (ICU); the average age of those with severe illness was 38.4 years. Case ages ranged from 0 to 84 years.
- 33 residents of died of the illness

# Alameda County: H1N1 Disease Activity

H1N1 ICU and Fatal Case Rate by Race



African Americans experienced the highest rate of severe illness countywide.

ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT

# Flu Vaccination:

Measuring Attitudes and Behaviors of the Latino Community in Alameda County

*“We learn more by looking for the answer to a question and not finding it than we do from learning the answer itself.”* Lloyd Alexander

June 29, 2010

# Alameda County: H1N1 Response



Since 2009, the Alameda County Public Health Department has provided the H1N1 vaccine to over 33,000 residents countywide



# Beyond Mass Vaccination



**Clinics in farmers' markets and swap meets challenge our assumptions about Latino outreach**

- Gratis* appears to be key driver; virtually no concern over efficacy or safety
- Latino men: family first



# Beyond Mass Vaccination

## **ACPHD partners with BART for training exercise and learns a little about the American way**

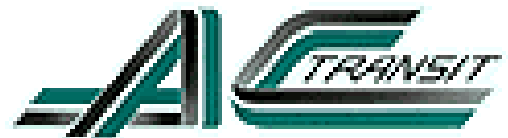
- First U.S. public health department to dispense vaccine or other prophylactic medicine on a regional transit system;
- 454 people receive H1N1 vaccine in 3 hours
- Free, fast and convenient is a compelling message for action.



# Beyond Mass Vaccination

## **ACPHD hops on-board with AC Transit to provide bus ridership H1N1 and whooping cough vaccines**

- AC Transit ridership is 80% African American and Latino, 60% of whom are transit dependent;
- Consistent presence at key transit hubs increase access to underserved populations.



ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT

# Flu Vaccination:

Measuring Attitudes and Behaviors of the Latino Community in Alameda County

*“If I want your opinion, I'll ask you to fill out the necessary forms.”* Unknown

June 29, 2010

# Alameda County Flu Vaccine Survey

## About the survey

- California's first comprehensive H1N1 and seasonal flu public opinion survey of general and ethnic populations to identify cultural barriers that contribute to persistently low vaccination rates among African Americans, Asian Americans and Latinos.

# Alameda County Flu Vaccine Survey

- Tulchin Research conducted random digit dial telephone multi-lingual survey among 1250 adults, ages 18 and older, residing in Alameda County.
  - 800 sample proportional to the demographic makeup of Alameda County;
  - 150 oversample of African Americans;
  - 150 oversample of Asian Americans;
  - 150 oversample of Latinos.

# H1N1 Awareness Among Latinos Nearly Identical to the General Population

**Have you heard or read anything recently about the H1N1 virus, also known as the swine flu?**

<b>Yes, a lot</b> .....	<b>40% (41% GP)</b>
Yes, some .....	17%
Yes, only a little .....	24%
No .....	18%

**How informed do you feel about H1N1 flu virus?**

Very informed .....	33%
<b>Somewhat informed</b> .....	<b>46% (46% GP)</b>
Not too informed .....	17%
Not at all informed .....	4%

# H1N1 Awareness Among Latinos

**Where have you heard, read, or received information  
about the H1N1 flu virus?  
(Multiple Answers)**

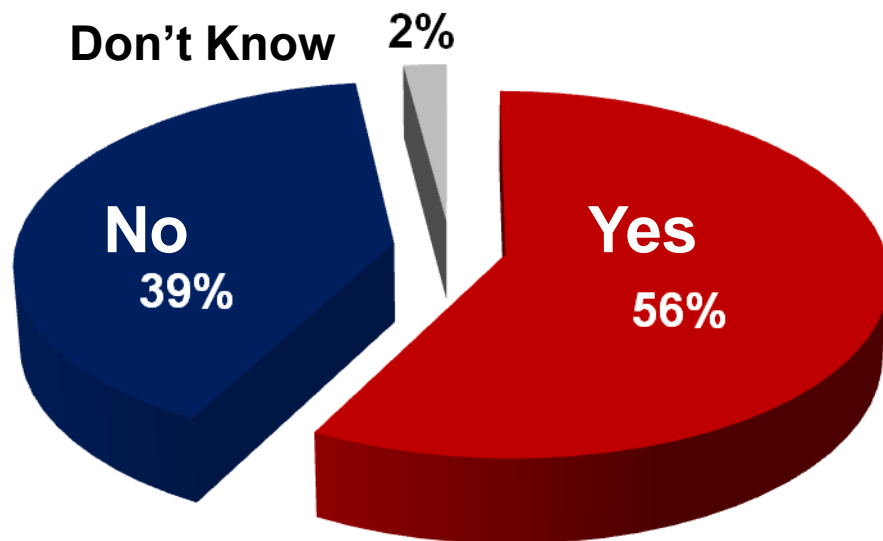
<b><i>Local television news</i></b> .....	<b>55%</b>
<b><i>National television news</i></b> .....	<b>29%</b>
<b><i>Doctor/ nurse</i></b> .....	<b>28%</b>
<b><i>Local newspaper/magazine</i></b> .....	<b>16%</b>
<b><i>Family/ friend/neighbor</i></b> .....	<b>10%</b>
<b><i>National newspaper/magazine</i></b> .....	<b>10%</b>
<b><i>Radio</i></b> .....	<b>10%</b>



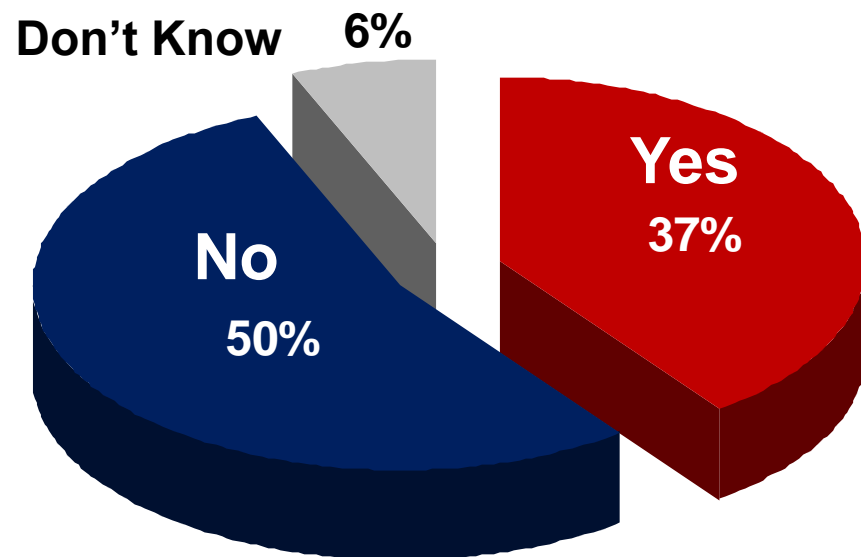
# Flu Vaccine Survey Topline Data

This coming year, do you plan on getting a flu shot?

**Seasonal Flu**



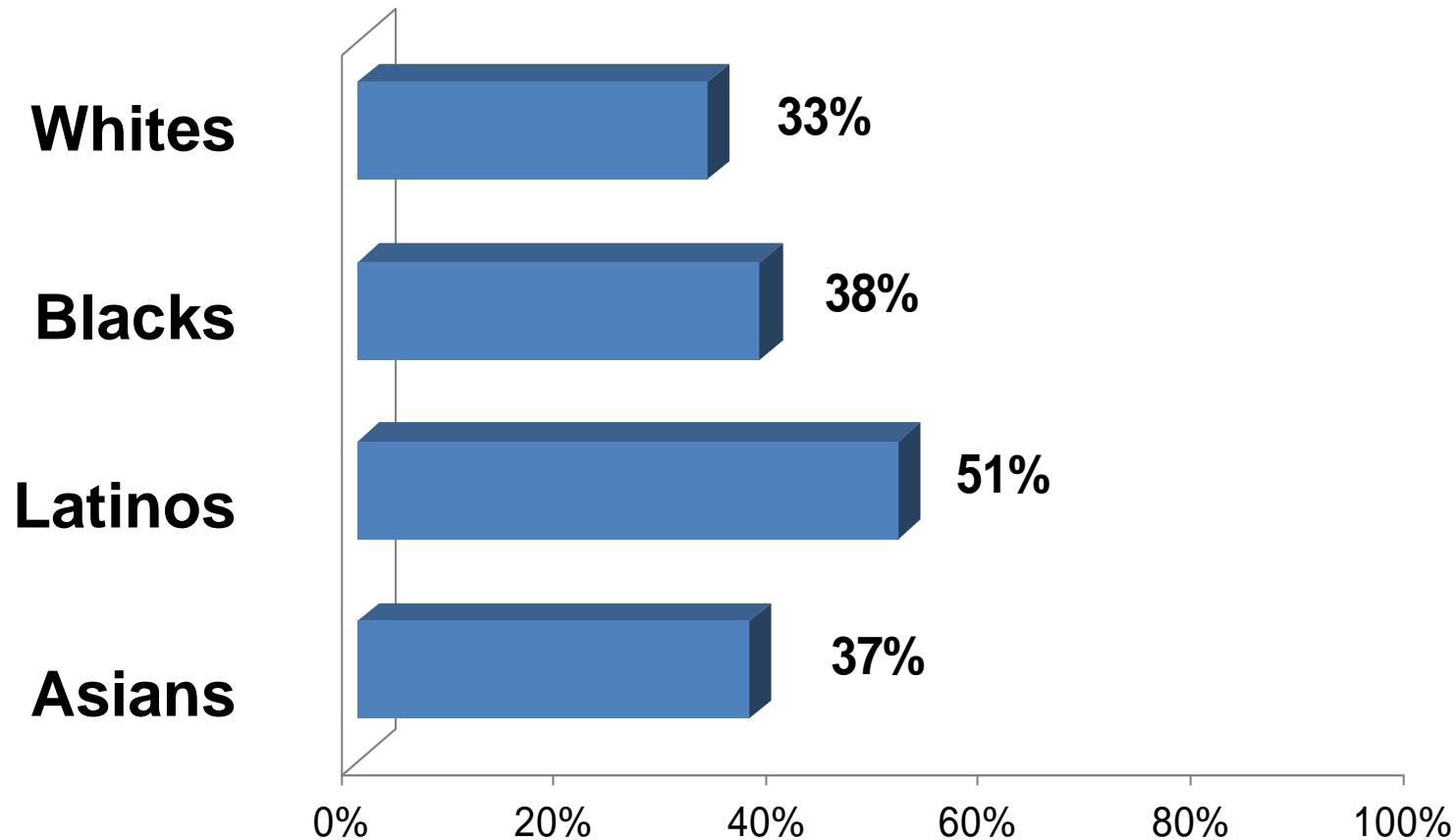
**H1N1**



**Flu - H1N1 = +19**

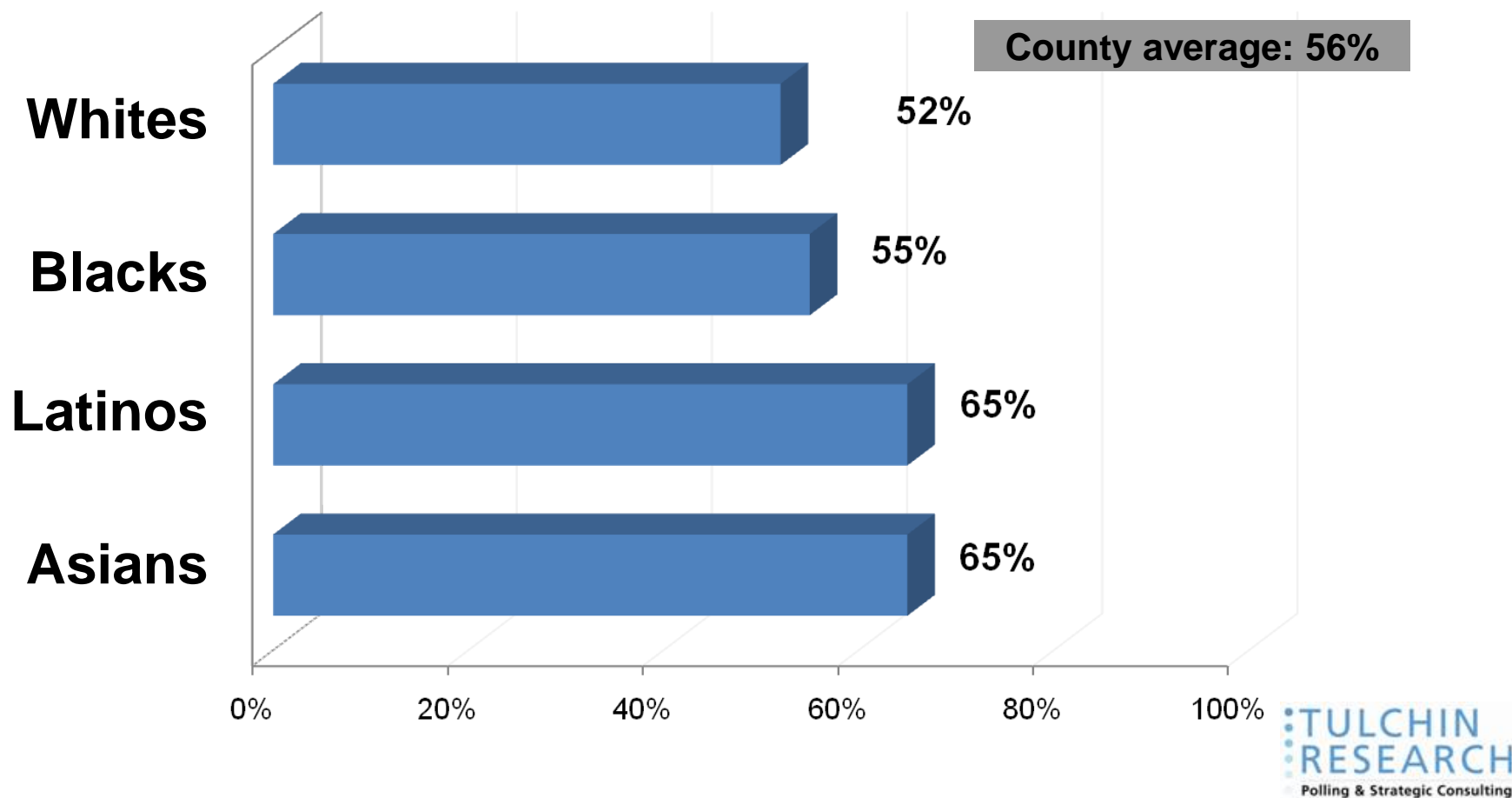
# H1N1 Flu Vaccine Intentions by Race

This coming year, do you plan on getting an H1N1 shot?



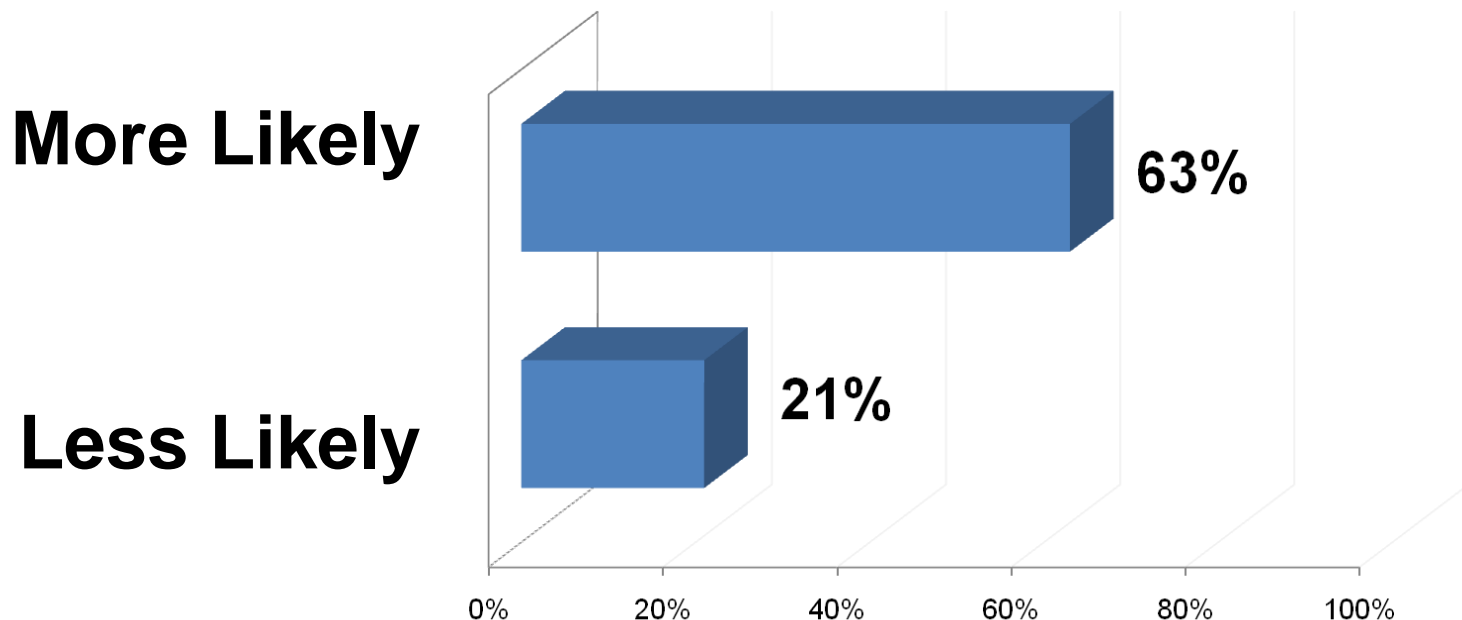
# Seasonal Flu Vaccine Intentions by Race

This coming year, do you plan on getting a seasonal flu shot?



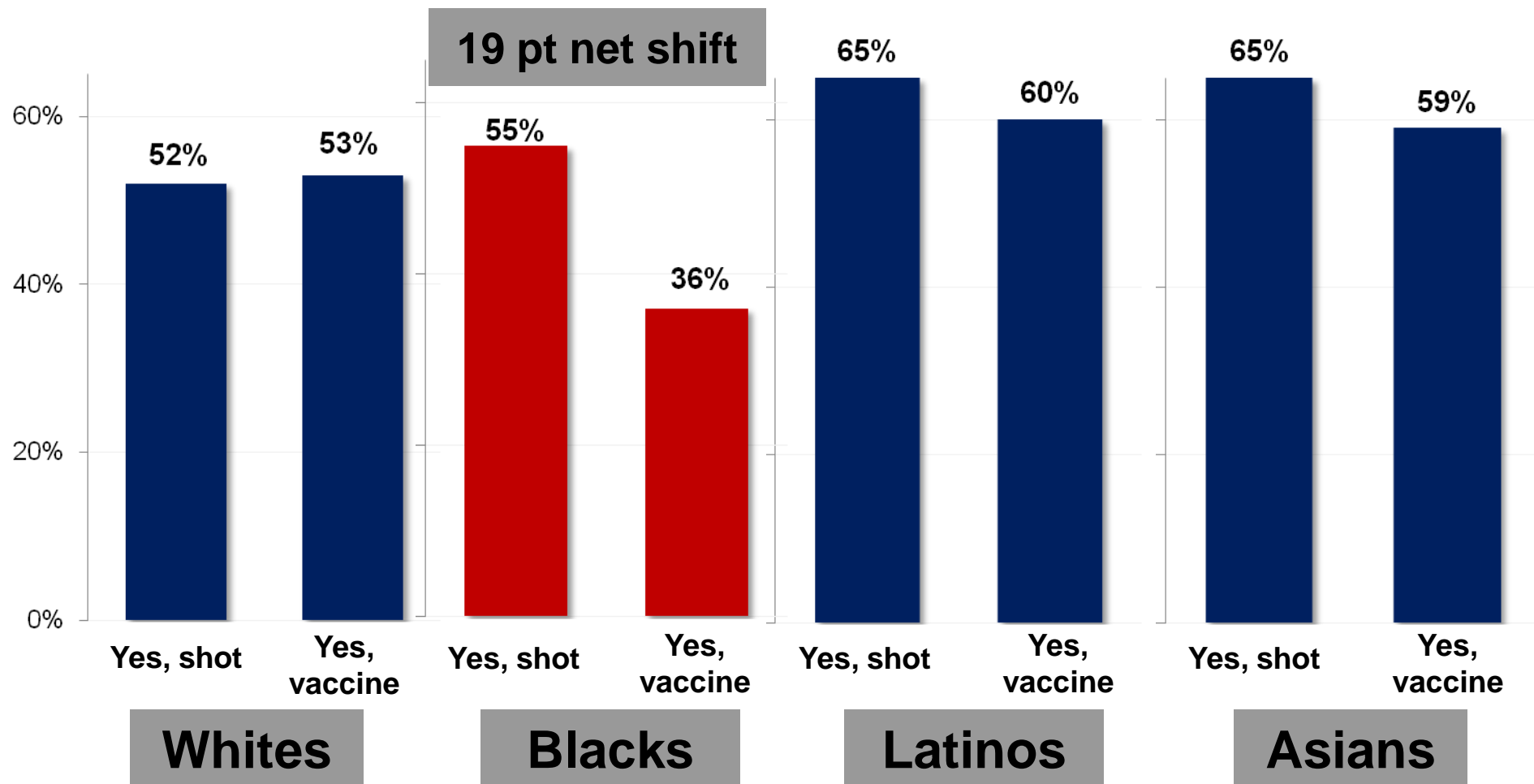
# Combined Flu Shot Very Effective for a Solid Majority of Alameda County Residents

Now that the flu shot will combine H1N1 and seasonal strains of flu, will you be more or less likely to get the shot?



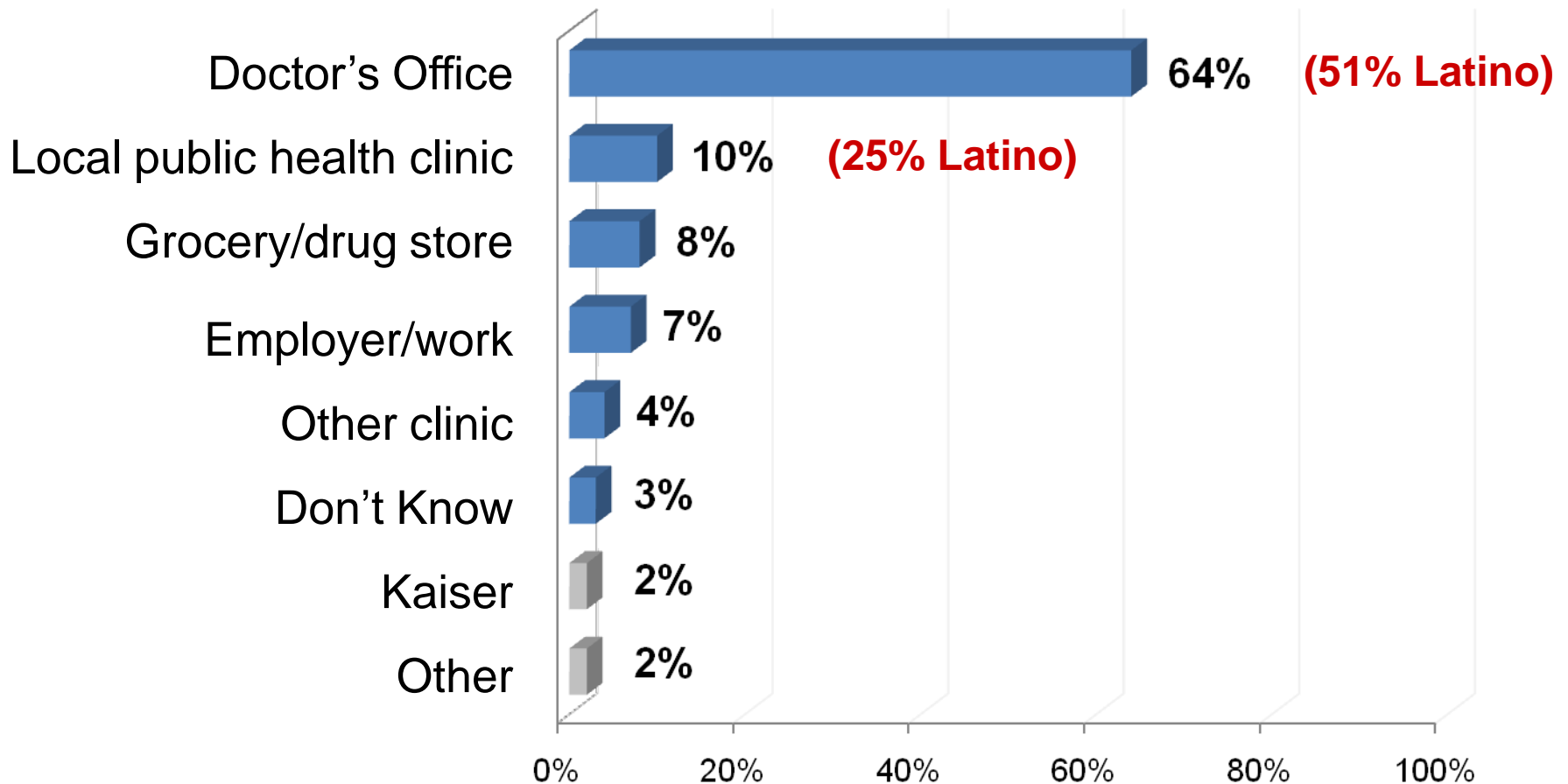
# Shot or Vaccine

This coming year, do you plan on getting a flu shot/vaccine?



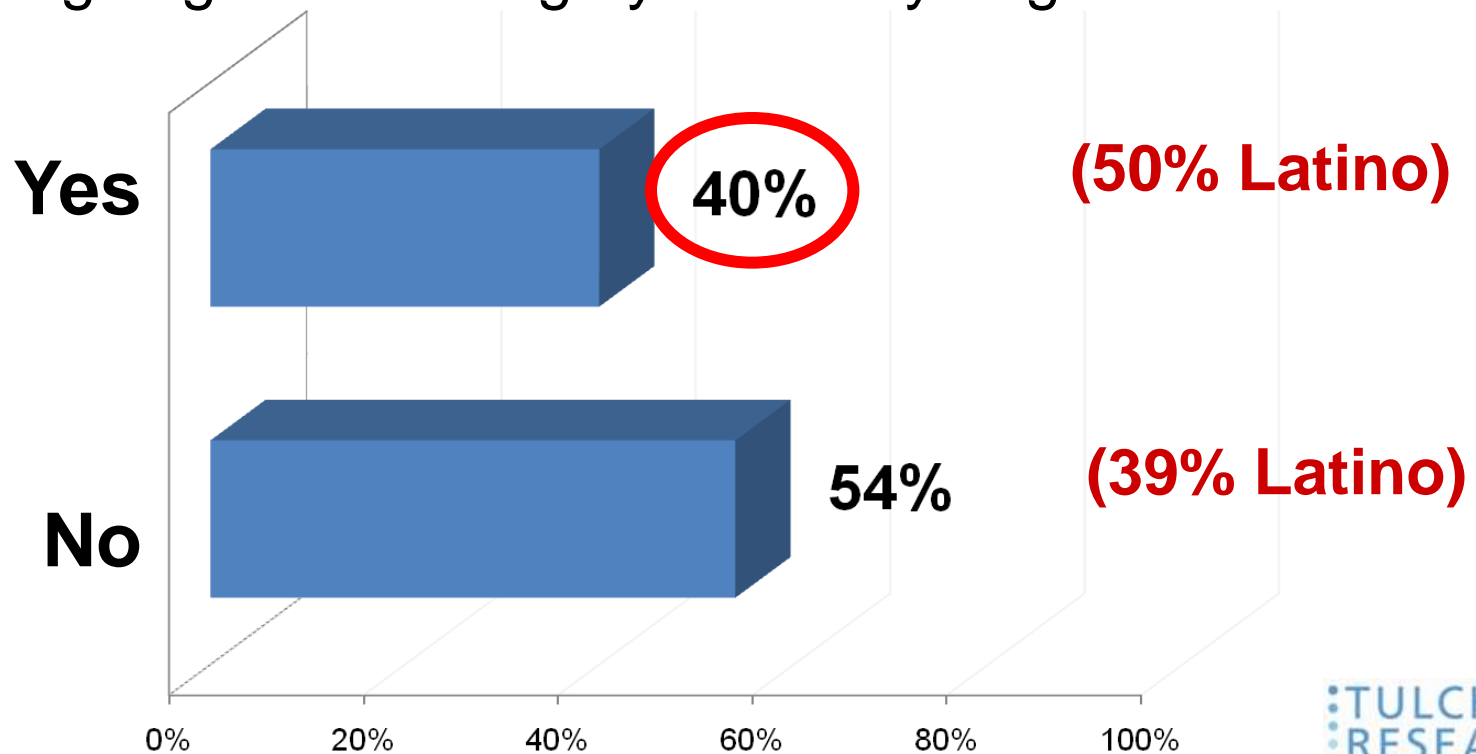
# People Prefer to Get Flu Shots at Their Doctor's Office

Where do you plan on getting an H1N1 or flu shot this year?



# Protecting Family is a Strong Message

Even if you may not plan on getting the H1N1 or flu shot, are you going to encourage your family to get the vaccine?





ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT

# Flu Vaccination:

Measuring Attitudes and Behaviors of the Latino  
Community in Alameda County

*“Nice graphs, Vanessa. Now what?”* Dr. Muntu Davis

June 29, 2010

# Topline Recommendations

## **Culturally Appropriate Messaging from Culturally Appropriate Messengers**

Alameda County Public Health Department partnered with Fenton Communications to develop culturally appropriate messages and best practices to reach the county's Latino community

**fenton**

# Protecting Family is a Strong Message

## RECOMMENDATIONS

**Lead with the message:** “Protect your family.”

### **Sample Messages:**

*“Lo más importante es proteger a tu familia.”*

*“Ahora, toda mi familia está segura... ¡Y yo ayude a mantenerla así!”*

*“Lo más importante es proteger a tu familia. Vacúnelos a todos contra la influenza. Es seguro, efectivo y los protege contra el H1N1 y la influenza de la temporada. Tu familia estará segura y sana.”*

# Women Make Family Decisions

## RECOMMENDATIONS

Appeal to mothers, wives, significant others and grandmothers (think: promotoras). Survey revealed that the potential economic impact on families could persuade people to get vaccinated.

### **Sample PSAs:**

“The men in our lives often think they can’t get sick. But we women know better. I’m going to make sure that my husband gets a flu shot, because it’s the best way to keep my whole family safe and healthy this flu season.”

“Can you afford to miss a week or two of work if you get the flu?”

# Choose the Right Messenger

## RECOMMENDATIONS

Last year's media coverage used CDC and public health officials as primary messengers. Develop and deploy diverse and culturally appropriate messengers to build trust among target audiences.

### **For example:**

In PSAs, informational posters, in-person events and in media coverage, try to make sure that the “call to action” comes from diverse spokespersons.

# Drive local news

## RECOMMENDATIONS

TV news is the primary informer. Proactively shape local news coverage — especially local TV.

### **For example:**

Develop culturally appropriate B-roll and stock images showing positive images of people receiving flu shots to share with media.

**(How many PIOs are cringing right about now?)**

ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT

# Flu Vaccination:

Measuring Attitudes and Behaviors of the Latino  
Community in Alameda County

*Thank you*

Alameda County Public Health Department  
Tulchin Research  
Fenton Communications

June 29, 2010